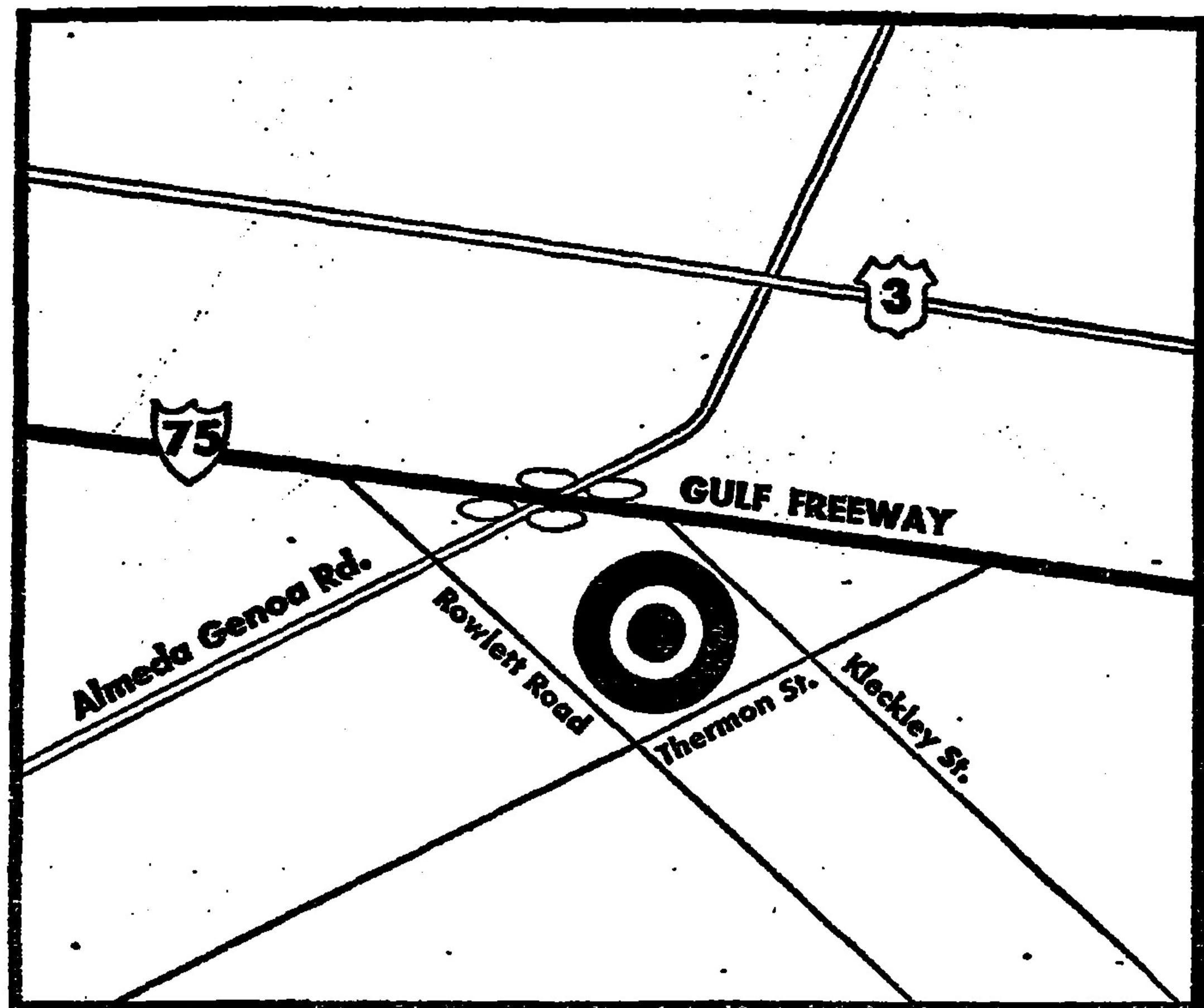
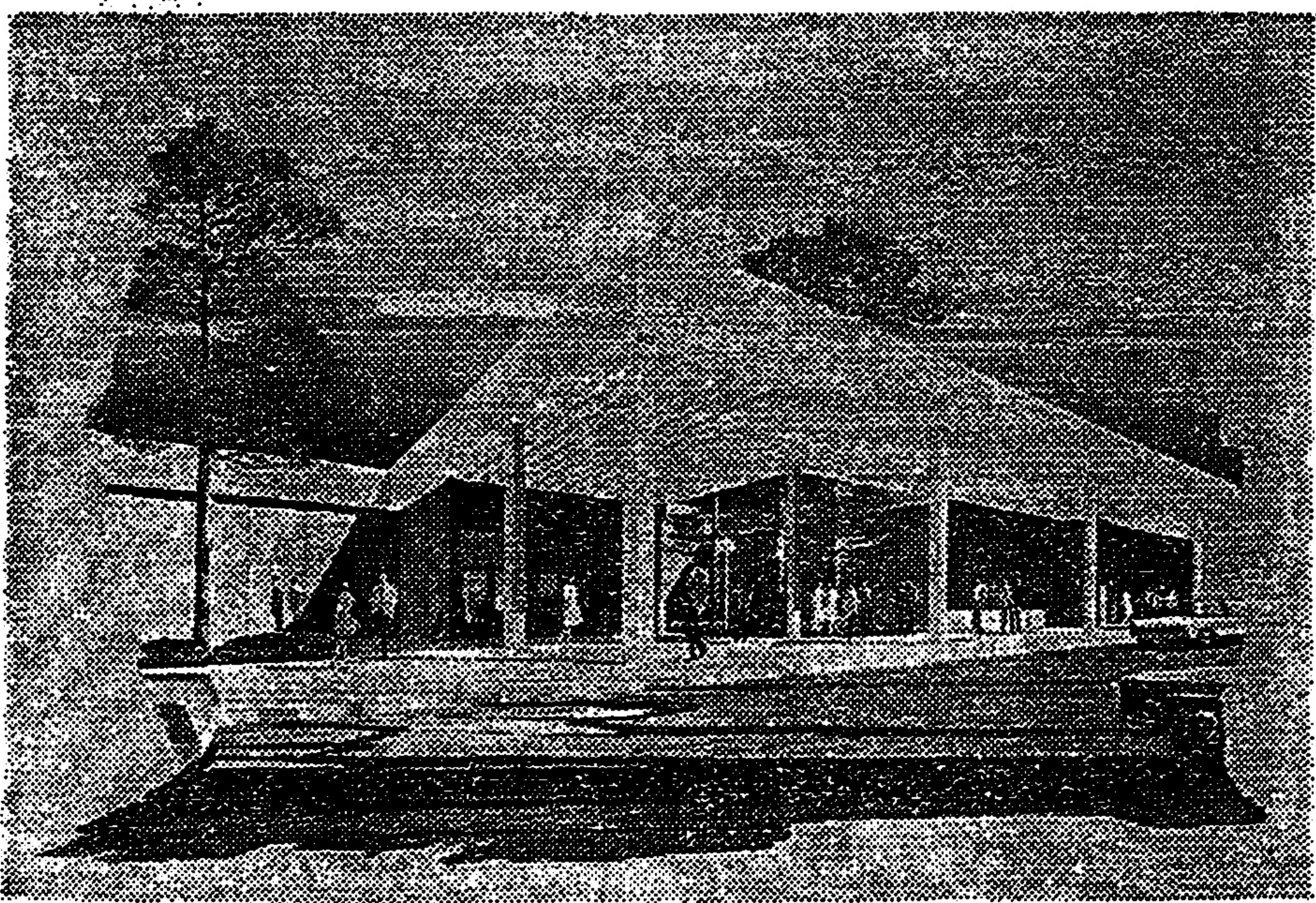


# TARGET OPENS 4TH STORE IN HOUSTON



Target Stores, Inc. will open their fourth Houston quality discount department store Monday morning. The new store is located next to the Alameda Mall Shopping Center at Gulf Fwy. and Alameda-Genoa Road.



Artist's conception showing the new 160,000-square-foot Target prototype, housing over 85 departments which sell more than 90,000 items at low discount prices.

## CUSTOMER SATISFACTION GUARANTEED THROUGH 100% CASH REFUND

Any experienced shopper can think of a dozen times when she has been disappointed in her purchases and would, if she had the chance, prefer to have her money back.

Target Stores, Inc., a Minneapolis-based national discount department store chain, recognizes this desire in their customer and has done something positive about it.

According to Don Duerr, manager of Target's new

Alameda-Genoa store, "We think our customers should be 100 per cent pleased with their purchases... so we have a 100 per cent cash refund guarantee."

"Since our founding by Dayton's department Stores in 1962, we've carried a tradition of quality, service and fashion," Duerr continues. "And, through constant and consistent quality control and testing of merchandise we believe that we are ful-

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## Newest Target Discount Store Opens Tomorrow

Target Stores, Inc., Houston district manager Frank G. Rohde has announced grand opening plans for the national discount chain's fourth Houston store.

The 160,000-square-foot facility, located at Alameda-Genoa Road and Gulf Freeway, adjacent to the Alameda Mall Shopping Center, will officially open for business at 9:30 Monday morning.

The new store will employ more than 500 persons during peak selling periods, with more than half of the 30 executives responsible for running the store having been recruited in the Houston area.

The department store features more than 85 departments selling more than 90,000 different items. Included in the building is a discount supermarket and in-store bakery for one-stop shopping convenience. Parking lots adjacent to the store provide free parking for more than 1200 cars.

"Quality, fashion and leadership," Rohde says, "are the principles upon which we operate Target stores. "Almost all of our 90,000 different items are nationally branded and advertised, and sold at consistently low discount prices."

Target's largest discount supermarket is operated by Applebaum's Food Markets, Inc., of St. Paul, Minn., and its on-premise bakery, featuring baked-while-you-shop goods, is operated by McGlynn Bakeries of Minneapolis.

Manager of the new store is Donald R. Duerr, a four-year veteran of the company. A native of Minneapolis, he came to Houston in 1969 as general manager of the chain's Hedwig Village store which opened last November. He transferred to the Sharpstown Target for opening of that unit in February, 1970.

Duerr is enthusiastic about the quality fashion dimension his store presents to the Houston market. He is quick to point out, "Target is not Sakowitz, but within our price ranges we are constantly bringing our customers some of the most exciting fashion buys we have seen in this market. And fashion is just part of the picture."

A conversation with Duerr isn't complete without his mentioning the company's return policy. "Because we are committed to satisfied customers, we refuse to exchange merchandise," he states. "Instead we unconditionally guarantee all sales by giving the customer a complete cash refund if she isn't completely satisfied with her purchase. If she feels that she can buy a better item at a better price at another store, rather than replacing the one from our store, and that's what's going to make her happy, then we try not to stand in her way."

Target's one-level prototype building design of 160,000 square feet compares with the national discount store average of 82,244-square-feet. Much of the increased footage in Target's new stores has been utilized to give greater shopping ease and convenience to the customer. Wider aisles, more checkout lanes, additional restaurant and snack bar areas, expanded service counter, and additional fitting rooms in the clothing areas have all resulted from Target's generous use of space.

Other Houston-area Target discount department stores are located at: Southwest Freeway and Bellair in Sharpstown; 9429 Katy Freeway in Hedwig Village; and South Loop East at South Wayside Drive.

Target Stores, Inc. is an operating company of Minneapolis-based Dayton Hudson Corp., national diversified retail company.